

ORDER



Orders
Order / Rev: 721203
Alt Order #: 06367253
Product Desc: ROMNEY FOR PRESIDENT
Estimate: 19
Flight Dates: 10/10/12 - 10/16/12
Original Date / Rev: 10/09/12 / 10/09/12
Order Type: Political

WTLV-TV

Primary AE: Jim Quinn
Sales Office: T-PHI
Sales Region: NAT

Agency Name: American Rambler Productions/ POL
Buying Contact:
Billing Contact:
 138 Conant Street
 Beverly, MA 01915

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Romney/ R / President
Demographic: A35+
Product Codes: PL-Presidential
Priority: P-1
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/16/12	63	\$31,100.00	\$26,435.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	63	\$31,100.00	\$26,435.00	0.00
Totals	63	\$31,100.00	\$26,435.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WTLV	10/15/12	10/16/12	Today Show M-F 7-9am	CM	7a-9a (7:00 AM-8:00 AM)	MT-----	:30	2	\$375.00	P-3	0.00	NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	MT-----			2		\$375.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
2	WTLV	10/15/12-10/21/12		Today Show		7a-9a	(7:00 AM-8:00 AM)MT-----	:30		(\$375.00)		0.00	NM		
Credited															
E 2	WTLV	10/10/12	10/12/12	Today Show M-F 7-9am	CM	7a-9a (7:00 AM-8:00 AM)	--WTF--	:30	3	\$375.00	P-3	0.00	NM	2	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	--WTF--			3		\$375.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WTLV	10/08/12-10/14/12		Today Show		7a-9a	(7:00 AM-8:00 AM)A--WThF--	:30		(\$375.00)		0.00	NM		
Credited															
E 3	WTLV	10/15/12	10/16/12	Today Show M-F 7-9am	CM	7a-9a (8:00 AM-9:00 AM)	MT-----	:30	2	\$400.00	P-3	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	MT-----			2		\$400.00		0.00				
E 4	WTLV	10/10/12	10/12/12	Today Show M-F 7-9am	CM	7a-9a (8:00 AM-9:00 AM)	--WTF--	:30	3	\$400.00	P-3	0.00	NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	--WTF--			3		\$400.00		0.00				
E 5	WTLV	10/15/12	10/16/12	M-F 4-5p Ellen	CM	M-F 4p-5p	MT-----	:30	2	\$150.00	P-3	0.00	NM	2	\$300.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 5	WTLV	10/15/12	10/16/12	M-F 4-5p Ellen	CM	M-F 4p-5p	MT-----	:30	2	\$150.00	P-3	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	MT-----					2	\$150.00		0.00			
E 6	WTLV	10/10/12	10/12/12	M-F 4-5p Ellen	CM	M-F 4p-5p	--WTF--	:30	3	\$150.00	P-3	0.00	NM	3	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	--WTF--					3	\$150.00		0.00			
E 7	WTLV	10/15/12	10/16/12	M-F 5-530p M-F 5-530pm	CM	M-F 5p-5:30p	MT-----	:30	2	\$225.00	P-3	0.00	NM	2	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	MT-----					2	\$225.00		0.00			
E 8	WTLV	10/10/12	10/12/12	M-F 5-530p M-F 5-530pm	CM	M-F 5p-5:30p	--WTF--	:30	3	\$225.00	P-3	0.00	NM	3	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	--WTF--					3	\$225.00		0.00			
E 9	WTLV	10/15/12	10/16/12	LN (M-Su) Late News (M-Su)	CM	11-1135p	MT-----	:30	2	\$400.00	P-3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	MT-----					2	\$400.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WTLV	10/15/12-10/21/12		LN (M-Su)		11-1135p	MT-----	:30		(\$400.00)		0.00	NM		
Credited															
E 10	WTLV	10/10/12	10/12/12	LN (M-Su) Late News (M-Su)	CM	11-1135p	--WTF--	:30	3	\$400.00	P-3	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	--WTF--					3	\$400.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WTLV	10/08/12-10/14/12		LN (M-Su)		11-1135p	--WThF----	:30		(\$400.00)		0.00	NM		
Credited															
E 11	WTLV	10/15/12	10/16/12	5a-530a 5a-530a	CM	M-F 5a-530a	MT-----	:30	2	\$200.00	P-3	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	MT-----					2	\$200.00		0.00			
E 12	WTLV	10/10/12	10/12/12	5a-530a 5a-530a	CM	M-F 5a-530a	--WTF--	:30	3	\$200.00	P-3	0.00	NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	--WTF--					3	\$200.00		0.00			
E 13	WTLV	10/15/12	10/16/12	530a-6a 530a-6a	CM	530a-6a	MT-----	:30	2	\$200.00	P-3	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	MT-----					2	\$200.00		0.00			
E 14	WTLV	10/10/12	10/12/12	530a-6a 530a-6a	CM	530a-6a	--WTF--	:30	3	\$200.00	P-3	0.00	NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	--WTF--					3	\$200.00		0.00			
E 15	WTLV	10/12/12	10/12/12	Fri Prime C Fri Prime C	CM	Fri 10p-11p	----F--	:30	1	\$650.00	P-3	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	----F--					1	\$650.00		0.00			
E 16	WTLV	10/14/12	10/14/12	Sun 6-630p Sun 6-630pm	CM	Sun 6p-6:30p	-----S	:30	2	\$160.00	P-3	0.00	NM	2	\$320.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S					2	\$160.00		0.00			
E 17	WTLV	10/14/12	10/14/12	Football Night in America Football Night In America	CM	Various	-----S	:30	1	\$750.00	P-3	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S					1	\$750.00		0.00			
E 18	WTLV	10/14/12	10/14/12		CM	11-1135p		:30	1	\$400.00	P-3	0.00	NM	1	\$400.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				LN (M-Su)			-----S								
				Late News (M-Su)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:		10/08/12	10/14/12	-----S		1			\$400.00	0.00					
N19	WTLV	10/16/12	10/16/12	M-F 6-7a	CM	6a-7a	-T-----	:30	1	\$900.00	P-1	0.00	NM	1	\$900.00
				M-F 6-7am		(6:00 AM-6:30 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:		10/15/12	10/21/12	-T-----		1			\$900.00	0.00					
N20	WTLV	10/10/12	10/10/12	M-F 6-7a	CM	6a-7a	--W----	:30	1	\$900.00	P-1	0.00	NM	1	\$900.00
				M-F 6-7am		(6:00 AM-6:30 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:		10/08/12	10/14/12	--W----		1			\$900.00	0.00					
N21	WTLV	10/10/12	10/10/12	M-F 6-7a	CM	6a-7a	--W----	:30	1	\$950.00	P-1	0.00	NM	1	\$950.00
				M-F 6-7am		(6:30 AM-7:00 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:		10/08/12	10/14/12	--W----		1			\$950.00	0.00					
N22	WTLV	10/15/12	10/16/12	M-F 6-7a	CM	6a-7a	MT-----	:30	2	\$950.00	P-1	0.00	NM	2	\$1,900.00
				M-F 6-7am		(6:30 AM-7:00 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:		10/15/12	10/21/12	MT-----		2			\$950.00	0.00					
N23	WTLV	10/15/12	10/16/12	Today Show II	CM	9a-10a	MT-----	:30	2	\$400.00	P-1	0.00	NM	2	\$800.00
				M-F 9-10am											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:		10/15/12	10/21/12	MT-----		2			\$400.00	0.00					
N24	WTLV	10/10/12	10/12/12	Today Show II	CM	9a-10a	--W-F--	:30	2	\$400.00	P-1	0.00	NM	2	\$800.00
				M-F 9-10am											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:		10/08/12	10/14/12	--W-F--		2			\$400.00	0.00					
N25	WTLV	10/15/12	10/16/12	M-F 6-630p	CM	M-F 6p-6:30p	MT-----	:30	2	\$1,000.00	P-1	0.00	NM	2	\$2,000.00
				M-F 6-630pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:		10/15/12	10/21/12	MT-----		2			\$1,000.00	0.00					
N26	WTLV	10/10/12	10/12/12	M-F 6-630p	CM	M-F 6p-6:30p	--W-F--	:30	2	\$1,000.00	P-1	0.00	NM	2	\$2,000.00
				M-F 6-630pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:		10/08/12	10/14/12	--W-F--		2			\$1,000.00	0.00					
N27	WTLV	10/10/12	10/10/12	M-F 7-730p	CM	M-F 7p-7:30p	--W----	:30	2	\$1,000.00	P-1	0.00	NM	2	\$2,000.00
				Wheel of Fortune											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:		10/08/12	10/14/12	--W----		2			\$1,000.00	0.00					
N28	WTLV	10/15/12	10/15/12	M-F 7-730p	CM	M-F 7p-7:30p	M-----	:30	1	\$1,000.00	P-1	0.00	NM	1	\$1,000.00
				Wheel of Fortune											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:		10/15/12	10/21/12	M-----		1			\$1,000.00	0.00					
N29	WTLV	10/10/12	10/12/12	M-F 730-8p	CM	M-F 7:30p-8p	--W-F--	:30	2	\$1,200.00	P-1	0.00	NM	2	\$2,400.00
				Jeopardy											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:		10/08/12	10/14/12	--W-F--		2			\$1,200.00	0.00					
N30	WTLV	10/15/12	10/15/12	M-F 730-8p	CM	M-F 7:30p-8p	M-----	:30	1	\$1,200.00	P-1	0.00	NM	1	\$1,200.00
				Jeopardy											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:		10/15/12	10/21/12	M-----		1			\$1,200.00	0.00					
N31	WTLV	10/10/12	10/10/12	LN (M-Su)	CM	11-1135p	--W----	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00
				Late News (M-Su)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:		10/08/12	10/14/12	--W----		1			\$400.00	0.00					
N32	WTLV	10/13/12	10/13/12	SAT TDY	CM	7a-8a	-----S-	:30	1	\$400.00	P-1	0.00	NM	1	\$400.00
				NBC Today Show (Sa)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					

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N32	WTLV	10/13/12	10/13/12	SAT TDY NBC Today Show (Sa)	CM	7a-8a	-----S-	:30	1	\$400.00	P-1	0.00 NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
	Week:	10/08/12	10/14/12	-----S-		1		\$400.00		0.00				
N33	WTLV	10/13/12	10/13/12	Sat 8-10a Sat 8a-10a	CM	8a-10a	-----S-	:30	2	\$400.00	P-1	0.00 NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
	Week:	10/08/12	10/14/12	-----S-		2		\$400.00		0.00				
N34	WTLV	10/13/12	10/13/12	Sat 7-730p Wheel of Fortune	CM	Sat 7p-7:30p	-----S-	:30	1	\$315.00	P-1	0.00 NM	1	\$315.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
	Week:	10/08/12	10/14/12	-----S-		1		\$315.00		0.00				
N35	WTLV	10/13/12	10/13/12	Sat 730-8p Jeopardy	CM	Sat 7:30p-8p	-----S-	:30	1	\$315.00	P-1	0.00 NM	1	\$315.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
	Week:	10/08/12	10/14/12	-----S-		1		\$315.00		0.00				
N36	WTLV	10/14/12	10/14/12	Meet the Press Sun 9-10a	CM	9a-10a	-----S	:30	2	\$850.00	P-1	0.00 NM	2	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
	Week:	10/08/12	10/14/12	-----S		2		\$850.00		0.00				
Totals													63	\$31,100.00